# Conditional Components

Define to whom, when and
why content is displayed

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Today's users want personalised content, product recommendations and offers specifically tailored to each and every visit to your site. They expect you to adapt your content to their preferences, every time they interact with you. Match those expectations, and treat every visitor like you know them intimately, using **trade**it's conditional components.

Evolving from the platform's sophisticated Advertising system, they enable merchants to personalise the user journey across their site with unique content. In fact, every single component, on any page, can now have rules & conditions applied meaning personalised content can be delivered to anybody, at anytime, anywhere on the site. This can be based on both behavioural and contextual data meaning dynamic content can be intelligently served to each and every user, on each and every journey. Customers aren't served identical content or recommendations based on pre-determined profiles, segmentation or "best fit", everything can be personalised thus increasing engagement, conversions, AOV and return visits.

Using conditional components, **trade**it can deliver high-converting and effective product recommendations and offers based on each and every visit, adapting suggestions based on each user's behaviour.

This could include which pages they visit, what they search for, what they add to their basket, the value of their basket, which products are on offer, what's on their wish list, the time & date, where they visited your site from, and much, much more. In fact, there are almost forty individual rules, each with their own conditions, that can be applied to any component, including adding multiple rules to the same component. Some conditions can also be inversed so as to NOT show certain content to certain users, in certain situations, at certain times.

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When you have full control over every segment of the customer journey, you can engage each shopper at the right time with the ideal content. With conditional components you can convert more buyers with personalised recommendations, offers, messages and more.

## How they work

Previously, **trade**it's Advertising system was built to power the delivery of personalised content to certain zones built into the templates of various pages across a website. These particular 'Advertising Zones' gave merchants the flexibility to display content based on a number of rules & conditions. Whilst conditional components still provide all this capability, they have been extended with additional rules & conditions, and are no longer restricted to specified advertising zones, but rather applied to every single component across your entire website.

## Components

By editing directly on the front end of your website, **trade**it's powerful CMS uses responsive components to populate content within pages that adapt to the device type they are being viewed on. The components effectively determine how that content appears to the user, so there are a number of different component types for displaying various styles of content.

Within our B2B and retail Accelerators there is a library of standard component types, but some merchants also have additional components delivered when they build their site and/or throughout its lifetime as they look to introduce new content, or deliver it in a new way. For example, the components might include a scrolling full width image banner, an image gallery, a product carousel, some columns of text, links to blog articles, a corporate video, a simple WYSIWYG, or a combination of several of these elements within one component, such as three columns of text with images above them. The flexibility of these components combined enables non-technical staff to deliver stunning content, and pages, to their users, whilst remaining extremely easy to use.

## Rules & conditions

Every single component within **trade**it's CMS can now have rules and conditions applied to it which determine to whom, when and why a component is shown, or not shown, to any user. There are almost forty individual rules that can be applied and they focus on 6 main areas; the user/customer, the basket, search, channel/location, referrer, and time/date.

## Linking components

Components can also be linked meaning rules will apply to all those that are grouped together so they will display, or not display, appropriately. For example, if you had a carousel of products displayed but they were all out of stock, so were removed, it would also remove the text heading above (i.e. customers also bought..., you may also like...) so that it's not left there on its own with no context. Rules can only be applied to the first component of those that are linked to avoid contradictory information being applied to the grouped components whilst saving the time of setting up the same rule on multiple components.

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## Search Terms

Create and configure content to display based on what a user searches for using the search tool on your website. You can then push products, services, or offers alongside the search results, based on what that search term is. It's pretty unrealistic to create content for every search term so use search buckets of similar terms that will all trigger the same content. Below are the conditions by which you can trigger content via search.

### When the search term starts with...
Deliver content across a number of different user searches when you specify the word those searches should start with.

### When the search term contains...
Deliver content when a user's search contains a specified word or phrase.

### When the search term ends with...
Deliver content to user searches that end with a particular word.

### When there is a search term and it equals...
Deliver content based on *exact* matches to the user's search term.

### When the search term matches the regular expression...
Use advanced regular expressions to deliver content based on user searches.

### When the search term target is...
Choose between showing content on product search results and/or other content search results.

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## Basket Values

Create and configure content to display to users based on the value of the products that are in
their basket. Set a minimum and maximum basket value to trigger the display or removal of
content. Below are the rules by which you can trigger content around the value of the basket.

### When the basket value is between...
Add a minimum and maximum threshold and deliver content in accordance with the value of
the basket being between the two.

### When the basket value is greater than...
Display certain content when the value of a user's basket exceeds the specified threshold.

### When the basket value is less than...
Deliver content until the contents of a user's basket reach a certain defined value.

### When the basket delivery cost is between...
Determine what content is displayed between a minimum and maximum threshold based on
the cost of delivery.

### When the basket delivery cost is greater than...
Display specific content when the user's delivery cost exceeds a defined value.

### When the basket delivery cost is less than...
Deliver specific content whilst the delivery cost of a user's basket remains below a defined
threshold value.

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## Basket Contents

Create and configure content to display to users based on the products that are in their basket. This can be a very effective way of upselling by communicating particular promotions that a customer will be eligible for if they add additional products to their basket. Alternatively you can take the opportunity to promote related products, advertise other items from the same brand or promotions based on their basket contents. Below are the rules by which you can trigger content around basket contents.

### When the basket does not contain the products...
Deliver content based on which products a user doesn't have in their basket.

### When the basket contains No. of Product A or Product B...
Display unique content when a user's basket contains a certain number of any defined product or products. If selecting multiple SKUs, the content will trigger when the defined number of *any* of those is added to the basket.

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## Basket Offers

Create and configure content to display, or be hidden from customers, based on whether an offer is applied to their basket. For example, if a banner displays 'Get FREE UK delivery when you spend over £50', once a user has added more than the threshold to their basket to qualify for the offer, the merchant may then remove the banner completely, or change it to display a different banner (potentially with a further promotion). Below are the rules by which you can trigger content around basket offers.

### When the offers specified are applied to the basket...
Show content based on whether the contents of a user's basket meet the conditions of any live offer on the site.

### When these offers are *nearly* applied to the basket...
Deliver content when specific offers are nearly applied to the basket. Merchants can determine how near to the offer the user needs to be to trigger the content.

### When the offers specified are <u>not</u> applied to the basket...
Display content to users when specific offers are not applied to the basket.

### When any offer is *nearly* applied to the basket...
Deliver content based on whether any offer is nearly applied to the basket. Merchants can determine how near to any of the offers the user needs to be to trigger the content.

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## Users

Create and configure content to display to specific users or groups. A user group can be created on the fly, you can have as many groups as you like and an individual user can exist within multiple groups. Users can also be remembered between sessions, so even if they are not logged -in, personalised content can be displayed to them when they return to the site. Below are the rules by which you can trigger content around the user.

**When the logged in user is...**
Deliver different content to users who are logged in.

**When the logged in user is in the group...**
Personalise content to users of a defined particular group. Groups can be easily created in tradeit and users can belong to multiple groups.

**When there is no logged in user...**
Personalise content to any user who isn't logged in to an account.

**When any user is logged in...**
Deliver content based on *any* user being logged in.

**When the logged in user belongs to the company...**
Deliver company specific content by personalising it to any logged in user who belongs to a certain company.

**When the user has not been displayed this component in the current session...**
Keep the user engaged with unique content by only showing them things they haven't seen before during their current visit.

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## Referral

Create and configure content to display to specific users or groups based on where they have visited your site from. Below are the rules by which you can trigger content around where a user or user group is referred from.

**When the query string exists with any value...**
Deliver unique content to users who access the site via any query string.

**When the query string exists and has the value specified...**
Use to deliver targeted content based on an exact match to a query string.

**When the query string exists and has the value which matches the expression...**
Use to deliver content on complex query strings using regular expressions.

**When the query string does not exist...**
Display content based on those visitors coming from something other than the query string.

**When the affiliate code x is used to access the site...**
Display exclusive content based on those visitors coming from an affiliate site or using an affiliate code.

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## Time and Date

Create and configure content to display to specific users or groups. A user group can be created on the fly, you can have as many groups as you like and an individual user can exist within multiple groups. Users can also be remembered between sessions, so even if they are not logged -in, personalised content can be displayed to them when they return to the site. Below are the rules by which you can trigger content around the user.

### When the date is between...
Display particular content between any time and date making it ideal for holiday related campaigns, birthdays, or flash sales.

# Why Red Technology?

We deliver world-class ecommerce solutions by combining the power of our award-winning ecommerce platform **trade**it and our range of complementary ecommerce services. We forge long-term partnerships through consultation, design, development and support of your ecommerce eco-system, meaning you can focus on growth through products, marketing, merchandising and customer service.
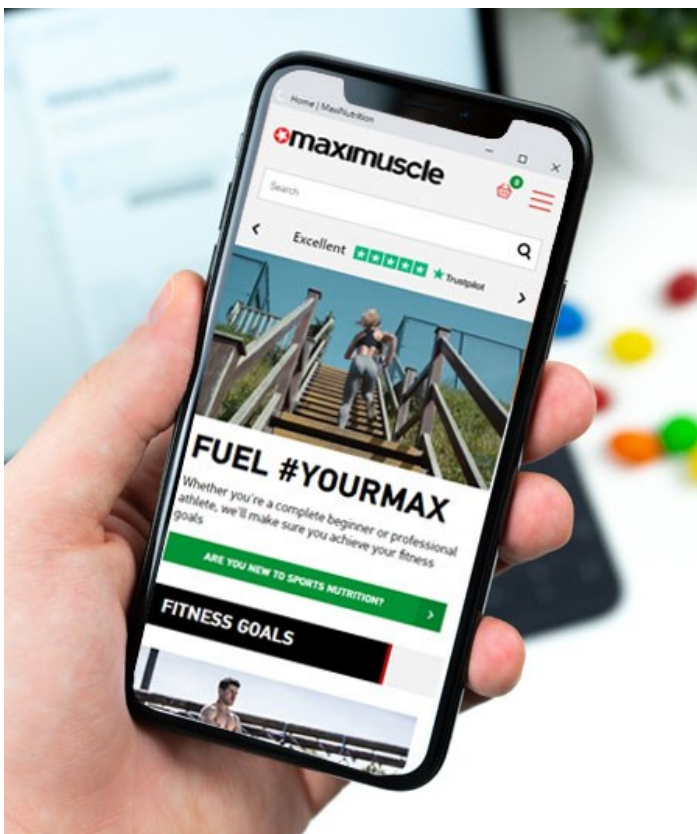


### Award-Winning Solutions

We have over 15 years' experience of delivering best-in-class ecommerce solutions for our customers that are recognised and rewarded across the industry.

### Class-Leading Platform

The **trade**it ecommerce platform offers ultimate scalability and flexibility, coupled with strong multichannel capabilities, rich functionality and a clear roadmap for platform innovation.

### Expert Integrators

Seamlessly joining together your critical business systems for improved efficiency and ease of management. We're ecommerce integration experts.

### Comprehensive Support

We pride ourselves on providing 24/7/365 responsive support services for both your ecommerce site and your hosting environment.

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